

DTR

25 February 1957

C/PPS

Recruitment Brochure

1. On 21 February, at the request of the Director of Personnel, C/PPS met with [] to discuss the Recruitment Brochure. This was a general discussion aimed at deciding what kind of brochure was wanted, how ought it be pitched and how would we go about revamping the present version which is not considered suitable by the Director of Personnel. It was agreed that:

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a. During my absence on a recruiting trip, [] would set out a few general ideas in paragraph form based on certain advice put forward by []

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b. I would gather a number of recruitment brochures at the universities I will cover on my trip and get together with [] and [] upon my return; and

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c. We ought to have an initial draft ready for consideration by 21 March which, when approved, would be circulated on a trial basis to a number of recruiters and university consultants for a reaction in advance of putting out a formal product.

2. In general [] wants to de-emphasize the "profession" of intelligence concept which permeates the current OTR draft and to de-emphasize the JOT Program. He feels that many undergraduate and graduate students now want to go to work and not go into more training and that the balance in the present draft is overweighted in this respect. The Director of Personnel, however, still likes the development of the brochure as a joint OTR, OP effort and has asked me to render my assistance to its development. I expressed the view at the outset of the meeting that I would not want to turn over something that I had produced in its present form without having an opportunity to make it satisfactory all around. This is a view to which I still hold.

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1	DDTR	RBF	25 Feb
2	DTR	MB	26 Feb.
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4			
5			
6			

ACTION	DIRECT REPLY	PREPARE REPLY
APPROVAL	DISPATCH	RECOMMENDATION
COMMENT	FILE	RETURN
CONCURRENCE	INFORMATION	SIGNATURE

Remarks:

"If the draft
route does not do the
JOTR justice, we'd better
have a separate one
for JOT recruitment. MB"

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FROM: NAME, ADDRESS AND PHONE NO.

DATE

(To PPS: 2/26/57 - (MB))

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